The growth process

H2GY1K

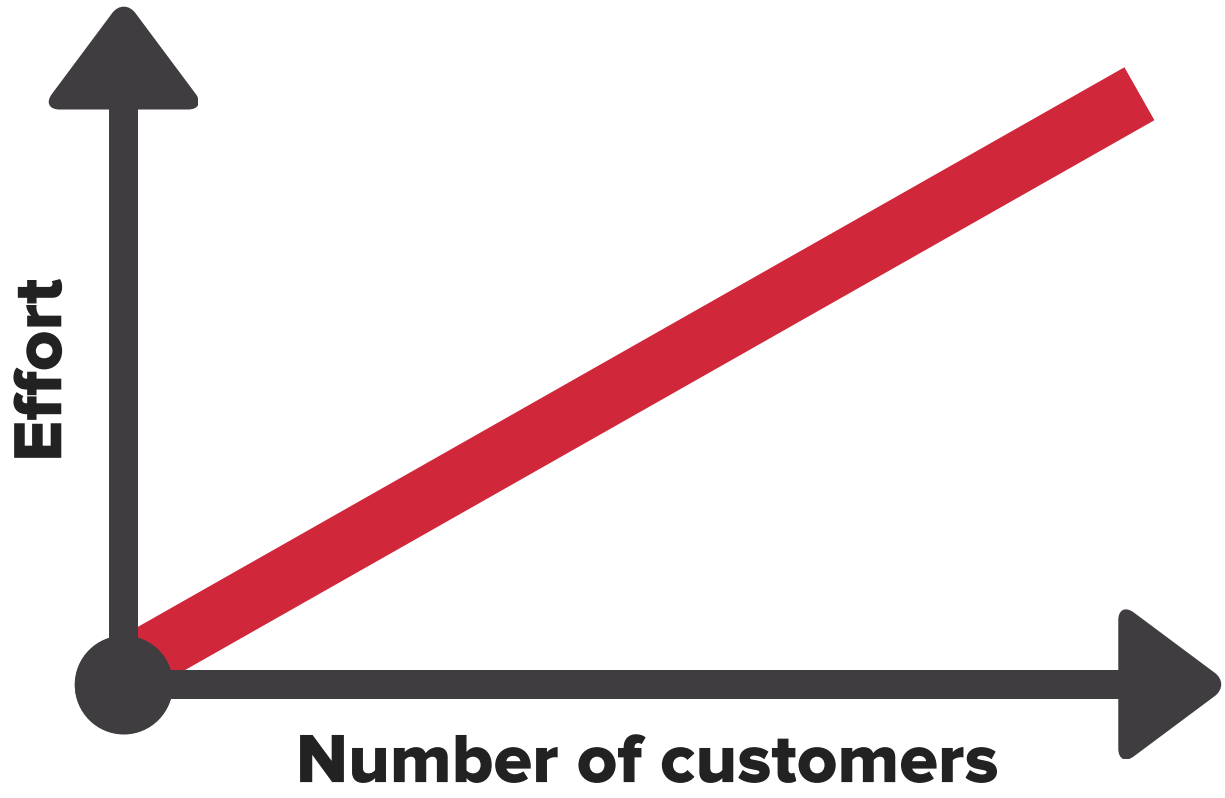
LECTURE SUMMARY

Covered in this lecture:

The relationship between effort and customers

- All businesses start small, by using strategies that require more manual effort
- Over time, the amount of effort you do will be proportional to the number of customers you get

- **Stage 1: In order to get your first 10 customers, you need to preserve your resources and test a few manual short term strategies**
- **Stage 2: After you get some customers and more feedback, you can start using mid-term strategies that can get you 100 customers if done right**
- **Stage 3: You should have enough data at this point to move to more long term strategies and aim to get 500 customers**
- **Stage 4: You gain confidence to start spending more time and money on long term strategies that can get you 1000+ customers**



- Following this process is a way to minimize risk, save resources, and make sure your product satisfies your customers' needs
- Research shows that businesses that skip the manual strategies in the beginning are 5 times more likely to fail